

**CHICAGO (July 17, 2014)** – [Hyatt Hotels Corporation \(NYSE: H\)](#) and Playa Hotels & Resorts B.V. (Playa) today announced plans to introduce the Hyatt Ziva brand to Cancun. Formerly Dreams Cancun, the resort’s multi-million dollar renovation began June 1, and it is expected to reopen in late 2015 as Hyatt Ziva Cancun. The resort will be managed by Playa Resorts Management, the operational component of Playa Hotels & Resorts.

“Since the debut of Hyatt’s first two all inclusive resorts late last year, Hyatt Zilara Cancun and Hyatt Ziva Los Cabos, we continue to listen to guests in order to redefine the all inclusive experience,” said Chris Walker, vice president of brand experience for Hyatt Ziva and Hyatt Zilara. “We are delighted to see plans for Hyatt Ziva Cancun advance as it will offer a great new resort option for new and existing Hyatt guests. The renovation of such an iconic building, coupled with an all inclusive experience, will make Hyatt Ziva Cancun the preferred hotel by families visiting Cancun.”

“We are excited to begin working on the renovation plans for Hyatt Ziva Cancun as it represents an opportunity to restore and transform one of Cancun’s most architecturally significant resorts into a new and innovative destination for the well-traveled all inclusive guest,” said Chief Executive Officer Bruce Wardinski, Playa Hotels & Resorts B.V. “We have received overwhelming endorsements on our direction to make the all inclusive resort experience more sophisticated by leveraging Hyatt’s expertise in food and beverage, as well as in the groups and meetings segment.”

Located in Cancun’s most pristine and desirable beach location, Hyatt Ziva Cancun will be at the tip of Punta Cancun surrounded on three sides by the turquoise Caribbean Sea. Originally designed by renowned Mexican architect Roberto Legoretta, the resort’s original pyramid-style construction exemplifies the contemporary Mexican architecture that came to define the development of Cancun and other Mexican beachside resorts in the 1970s. The hotel renovation includes a restoration component that will maintain the architectural integrity and beauty of the original.

Hyatt Ziva Cancun will be reconfigured to create a village-like atmosphere. A bridge connecting the north beach and the south beach will provide guests easy access to beautiful beaches, as well as connecting entertainment, dining and other resort features and amenities. The resort’s new entryway will welcome guests into an elevated lobby that reveals views of the chic new swimming pools and the azure Caribbean. A signature grand staircase will be a focal point of the resort and also become seating for the outdoor amphitheater in the evenings.

## **Guestrooms**

Each of the 379 guest suites in the Pyramid and Tower buildings will exceed the expectations of today’s travelers with views of the sea, furnishings reflecting the colors of the Caribbean and spa-style bathrooms. Guests will be able to enjoy a number of in-room amenities, including a complimentary refreshment bar stocked with soft drinks and adult beverages. The resort’s Hyatt Club Suites will offer larger floor plans and unique features, such as swim-up areas with splash pools and Club Premium service.

## **Resort Amenities and Services**

Hyatt Ziva Cancun will feature the famous Delphinus Experience where guests can engage with and swim with dolphins. This unique habitat will be integrated into the resort’s amenities in a way that creates special moments for guests while respecting these magnificent mammals. Additional resort amenities will include lagoon-style pools with swim-up bars overlooking the Caribbean, an adult-only pool, a lounge with pool tables and board games, a 24-hour fitness center, and an onsite spa and wellness center. Beach Butlers and a Romance Concierge will also be available to help guests have the ultimate all inclusive experience. Guests may also enjoy entertainment throughout the day and evening, and for added pleasure, guests can take advantage of preferred golf tee times at one of several nearby championship courses. Golf and spa services are available at an extra charge.

## **Dining**

Guests will be able to choose from six restaurants and six bars and lounges to delight their palate. With creative food presentations and a wide selection of fresh and seasonal cuisine, guests can dine internationally with choices ranging from a French bistro to an Italian cucina, to an Asian-infused sushi and teriyaki restaurant to beachside grills with fresh fish and aged meats. For casual dining, the gourmet buffet restaurant will serve breakfast, lunch and dinner with engaging show-cooking stations. Unique refreshments are available 24 hours a day at the coffee house, the sports bar and other lounges with signature cocktails and expert mixologists.

## **Meetings and Special Events**

Hyatt Ziva Cancun will offer state-of-the-art meeting and convention space, with more than 11,000 square feet of flexible meeting and event areas, including a ballroom that can be divided into five meeting rooms. In addition to the traditional meeting space, the resort will feature outdoor lawn, garden and beach venues with breathtaking views that will create the perfect backdrop for weddings or other special occasions. Expert meeting concierges, high-speed wireless Internet access throughout the resort and a full array of audiovisual equipment will ensure a successful conference or incentive program. Additionally, Hyatt

Ziva Cancun will have on-site professional wedding planners and a variety of wedding celebrations designed to create the perfect memorable event.

### **Hyatt Ziva and Hyatt Zilara Growth**

In addition to Hyatt Ziva Cancun in Mexico, Playa is scheduled to open Hyatt Ziva Puerto Vallarta in late 2014. In the Caribbean, Hyatt Zilara Rose Hall and Hyatt Ziva Rose Hall in Montego Bay are scheduled to open in late 2014. The two new resorts will be co-located on Jamaica's most romantic beach, formerly home to The Ritz-Carlton. Hyatt Zilara Rose Hall will offer an adults-only all inclusive experience that will be separate, but connected to, Hyatt Ziva Rose Hall, which will cater to guests of all ages. Whether guests desire romance or revitalization, the two resorts will provide an escape into luxurious relaxation and unexpected adventure – a place where extraordinary moments will combine to create rich, enduring memories to last a lifetime.

"This year's anticipated opening of Hyatt Zilara Rose Hall and Hyatt Ziva Rose Hall will cement the momentum of the Hyatt Zilara and Hyatt Ziva brands," said Wardinski. "We are pursuing additional development opportunities throughout the Caribbean and worldwide, and we believe Hyatt's global reputation, along with Playa's knowledge in the all inclusive segment, provides a winning combination that has appeal to travelers worldwide."

Playa currently owns and manages Hyatt Ziva Los Cabos and Hyatt Zilara Cancun, both in Mexico. For additional information and group reservations please visit [www.allinclusive.hyatt.com](http://www.allinclusive.hyatt.com).

For further information:

### **About Hyatt Hotels Corporation**

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a proud heritage of making guests feel more than welcome. Thousands of members of the Hyatt family strive to make a difference in the lives of the guests they encounter every day by providing authentic hospitality. The Company's subsidiaries manage, franchise, own and develop hotels and resorts under the **Hyatt®**, **Park Hyatt®**, **Andaz®**, **Grand Hyatt®**, **Hyatt Regency®**, **Hyatt Place®**, **Hyatt House®**, **Hyatt Zilara™** and **Hyatt Ziva™** brand names and have locations on six continents. Hyatt Residential Group, Inc., a Hyatt Hotels Corporation subsidiary, develops, operates, markets or licenses **Hyatt Residences®** and Hyatt Residence Club®. As of March 31, 2014, the Company's worldwide portfolio consisted of 554 properties in 47 countries. For more information, please visit [www.hyatt.com](http://www.hyatt.com).

### **About Playa Hotels & Resorts:**

Playa Hotels & Resorts B.V. (Playa) is a leading owner, operator and developer of all-inclusive beach resorts. Playa Resorts Management is the operational management component of the organization. Playa's portfolio consists of a collection of fourteen premier resorts comprising 5,805-rooms that are located in prime beach locations in Mexico, the Dominican Republic and Jamaica. Playa owns and manages Hyatt Ziva Los Cabos, Hyatt Zilara Cancún and, scheduled to open in 2014, Hyatt Ziva Rose Hall Jamaica, Hyatt Zilara Rose Hall, Hyatt Ziva Puerto Vallarta and in 2015, Hyatt Ziva Cancún. The company also owns and operates three resorts under Playa's brands, The ROYAL and Gran, as well as five resorts in Mexico and the Dominican Republic that are managed by AMResorts under their Dreams and Secrets brands. Under an agreement with an affiliate of Hyatt Hotels Corporation (NYSE: H), Playa will pursue the acquisition or development of new all inclusive resort opportunities under two new Hyatt all inclusive brands—Hyatt Ziva and Hyatt Zilara. Playa will also have certain rights to operate Hyatt-branded all inclusive resorts in five Latin American and Caribbean countries on an exclusive basis through 2018. For more information visit [www.playaresorts.com](http://www.playaresorts.com).

### **Forward-Looking Statements**

Forward-Looking Statements in this press release, which are not historical facts, are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Our actual results, performance or achievements may differ materially from those expressed or implied by these forward-looking statements. In some cases, you can identify forward-looking statements by the use of words such as "may," "could," "expect," "intend," "plan," "seek," "anticipate," "believe," "estimate," "predict," "potential," "continue," "likely," "will," "would" and variations of these terms and similar expressions, or the negative of these terms or similar expressions. Such forward-looking statements are necessarily based upon estimates and assumptions that, while considered reasonable by us and our management, are inherently uncertain. Factors that may cause actual results to differ materially from current expectations include, among others, the rate and pace of economic recovery following economic downturns; levels of spending in business and leisure segments as well as consumer confidence; declines in occupancy and average daily rate; if our third-party owners, franchisees or development partners are unable to access the capital necessary to fund current operations or implement our plans for growth; changes in the competitive environment in our industry and the markets where we operate; our ability to access the capital markets; and other risks discussed in the Company's filings with the U.S. Securities and Exchange Commission, including our Annual Report on Form 10-K, which filings are available from the SEC. We caution you not to place undue reliance on any forward-looking statements, which are made as of the date of this press release. We undertake no obligation to update publicly any of these forward-looking statements to reflect actual results, new information or future events, changes in assumptions or changes in other factors affecting forward-looking statements, except to the extent required by applicable laws. If we update one or more forward-looking statements, no

inference should be drawn that we will make additional updates with respect to those or other forward-looking statements.

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